

NOVETEX TEXTILES LAUNCHES THE BILLIE SYSTEM **An Innovative Waterless System That Upcycles Textile Waste**

(Hong Kong, 15 July 2019) – **Novetex Textiles Limited** opens the next chapter in its illustrious history with the launch of a new textile mill in Tai Po, Hong Kong’s manufacturing hub. Home to its latest project, the first textile mill to open in Hong Kong in almost half a century aims to provide an innovative solution to tackle one of the biggest problems of the industry: textile waste. According to the Ellen MacArthur Foundation, “every second, the equivalent of one garbage truck of textiles is landfilled.”



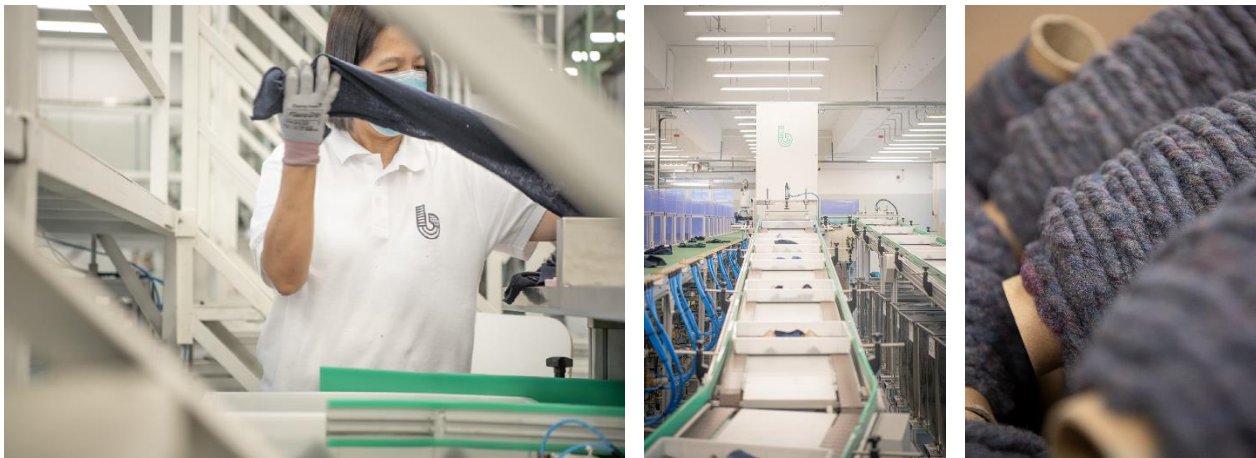
The Billie System consumes no water and produces no chemical waste in its upcycling process.

With an initial investment of HK\$15 million and following two years of development, **The Billie System** is a game-changer for brands and companies looking to revive excess inventory, unused raw materials, or textile waste. While most recycling processes require high volumes of water and chemicals, The Billie System does not consume water, emit wastewater, or produce chemical waste. The system combines new and existing technologies to create an efficient solution for recycling textile waste while reducing adverse impacts to the environment.



Developed in collaboration with the Hong Kong Research Institute of Textiles and Apparel (HKRITA) as its R&D partner, the patented system is almost entirely automated, reducing the high labour costs normally associated with textile recycling. The machines are able to process up to three tonnes of recycled fibre per day, which can be further blended with virgin materials to produce yarn for various products and garments. Many of Novetex's global brand clients are already trialling the new system.

Since it was founded in 1976, Novetex Textiles Limited has established extensive operations across Hong Kong, China, and Asia. The family-run business, founded by entrepreneur Mr. Kuang Piu Chao, continues to be spearheaded by the family, led by its current Chairman, Ms. Ronna Chao.



Sustainability isn't a new focus for the company, which over the past decade has implemented sustainable practices across its vertically integrated operations, while upholding international standards including the Global Recycled Standard, Global Organic Textile Standard, Responsible Wool Standard, and more. The Billie System further steers the company and the overall industry at large in the right direction, supporting the circular economy and helping reduce textile waste. It has already been recognised in innovation awards globally, winning a Gold Medal in the International Exhibition of Inventions of Geneva and a Bronze prize in the 2019 Hong Kong Green Innovations Awards (HKGIA).

"The launch of The Billie System is just the next step in a series of innovations that have come before. Sustainability is not a trend but a necessity, and by providing an efficient practice for companies and brands, we are tackling not just a local problem but a global one," says Ms. Ronna Chao.

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***Additional information and high-resolution images may be downloaded through this link: http://ftp.catchonco.com/Novetex_TheBillie_2019.zip. Please credit all images to The Billie System.**

About Novetex Textiles Limited

Established in 1976 and part of the Novel Group, Novetex Textiles Limited is recognised as one of the leaders and pioneers in the textile industry. Founded by renowned Hong Kong entrepreneur and textile industry pioneer, Mr. Kuang Piu Chao, the Hong Kong-based company has over 500 employees and extensive operations in multiple cities across China and Asia. Clients include a number of global high-profile brands. The group is currently led by Chairman and third-generation family member, Ms. Ronna Chao.

About Ms. Ronna Chao

Ms. Ronna Chao is Chairman of Novetex Textiles Limited, CEO of Novel Investment Partners Limited, and a Director of Novelpark Investments Limited. Her responsibilities in these various capacities cover investment and portfolio management, property redevelopment, and textile manufacturing. She is also CEO of Bai Xian Asia Institute (BXAI), which is funded by the charitable organisation, Bai Xian Education Foundation (BXEF). She holds a bachelor's degree in International Relations from Brown University, and an M.B.A. from Stanford University.

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